



WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

WSOC-TV

American Rambler Productions
138 Conant Street
Beverly, MA 01915

Contract # 326568

Schedule Dates 08/15/12-08/21/12
Advertiser Mitt Romney for President (5341)
Agency American Rambler Productions (5998)
Product Political - Federal Candidate (1067)
Brand 158 FOR PRES (135008)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name KINCAID,STEPHANIE
Phone/Fax /
CPE 158
Account Types National/Political
Billing Type Standard
Comments ROMNEY FOR PRESIDENT
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 08/13/12
Last Modified 08/13/12
Entered By Jill Hipskind
CO-OP No
Headline # 06274340
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$21,611.25
Net Total \$122,463.75
Sales Tax

Charlotte (WSOC)
By Broadcast Month
Aug. 2012
Grand Total: 108 \$144,075.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	08/15/12-08/17/12	2	:30	6A- 6:30A (EST)									6	\$2,000.00	\$12,000.00	Charlotte (WSOC)	2X MAX/DAY	8/13/12
2.0	Normal Line / Spot	08/20/12-08/21/12	2	:30	6A- 6:30A (EST)		2	2						4	\$2,000.00	\$8,000.00	Charlotte (WSOC)	2X MAX/DAY	8/13/12
3.0	Normal Line / Spot	08/20/12-08/21/12	2	:30	7A- 8A (EST)		1	1						2	\$1,800.00	\$3,600.00	Charlotte (WSOC)	1X MAX/DAY	8/13/12
4.0	Normal Line / Spot	08/15/12-08/17/12	2	:30	7A- 8A (EST)				1	1	1			3	\$1,800.00	\$5,400.00	Charlotte (WSOC)	1X MAX/DAY	8/13/12
5.0	Normal Line / Spot	08/15/12-08/17/12	2	:30	8A- 9A (EST)				1	1	1			3	\$1,800.00	\$5,400.00	Charlotte (WSOC)	1X MAX/DAY	8/13/12
6.0	Normal Line / Spot	08/20/12-08/21/12	2	:30	8A- 9A (EST)		1	1						2	\$1,800.00	\$3,600.00	Charlotte (WSOC)	1X MAX/DAY	8/13/12
7.0	Normal Line / Spot	08/15/12-08/17/12	3	:30	9A- 10A (EST)				1	1	1			3	\$600.00	\$1,800.00	Charlotte (WSOC)	1X MAX/DAY	8/13/12
8.0	Normal Line / Spot	08/20/12-08/21/12	3	:30	9A- 10A (EST)		1	1						2	\$600.00	\$1,200.00	Charlotte (WSOC)	1X MAX/DAY	8/13/12
9.0	Normal Line / Spot	08/18/12-08/18/12	3	:30	11:35P- 12:35A (EST)							1		1	\$500.00	\$500.00	Charlotte (WSOC)	1X MAX/DAY	8/13/12
10.0	Normal Line / Spot	08/15/12-08/17/12	3	:30	10A- 11A (EST)				1	1	1			3	\$600.00	\$1,800.00	Charlotte (WSOC)	1X MAX/DAY	8/13/12
11.0	Normal Line / Spot	08/20/12-08/21/12	3	:30	10A- 11A (EST)		1	1						2	\$600.00	\$1,200.00	Charlotte (WSOC)	1X MAX/DAY	8/13/12
12.0	Normal Line / Spot	08/15/12-08/17/12	3	:30	10:58A- 12P (EST)				1	1	1			3	\$700.00	\$2,100.00	Charlotte (WSOC)	1X MAX/DAY	8/13/12
13.0	Normal Line / Spot	08/20/12-08/21/12	3	:30	11A- 12P (EST)		1	1						2	\$700.00	\$1,400.00	Charlotte (WSOC)	1X MAX/DAY	8/13/12
14.0	Normal Line / Spot	08/20/12-08/21/12	2	:30	12P- 1P (EST)		1	1						2	\$700.00	\$1,400.00	Charlotte (WSOC)	1X MAX/DAY	8/13/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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Charlotte (WSOC)
By Broadcast Month
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Spots 108
Rate \$144,075.00
Grand Total: 108 \$144,075.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / Spot	08/15/12-08/17/12	2	:30	12P- 1P (EST)				1	1	1	1		3	\$700.00	\$2,100.00	Charlotte (WSOC)	1X MAX/DAY	8/13/12
16.0	Normal Line / Spot	08/15/12-08/17/12	3	:30	1P- 2P (EST)				1	1	1	1		3	\$500.00	\$1,500.00	Charlotte (WSOC)	1X MAX/DAY	8/13/12
17.0	Normal Line / Spot	08/20/12-08/21/12	3	:30	1P- 2P (EST)				1	1				2	\$500.00	\$1,000.00	Charlotte (WSOC)	1X MAX/DAY	8/13/12
18.0	Normal Line / Spot	08/15/12-08/17/12	3	:30	3P- 4P (EST)				1	1	1	1		3	\$550.00	\$1,650.00	Charlotte (WSOC)	1X MAX/DAY	8/13/12
19.0	Normal Line / Spot	08/20/12-08/21/12	3	:30	3P- 4P (EST)				1	1				2	\$550.00	\$1,100.00	Charlotte (WSOC)	1X MAX/DAY	8/13/12
20.0	Normal Line / Spot	08/20/12-08/21/12	5	:30	4P- 5P (EST)				1	1				2	\$825.00	\$1,650.00	Charlotte (WSOC)	1X MAX/DAY	8/13/12
21.0	Normal Line / Spot	08/15/12-08/17/12	5	:30	4P- 5P (EST)				1	1	1	1		3	\$825.00	\$2,475.00	Charlotte (WSOC)	1X MAX/DAY	8/13/12
22.0	Normal Line / Spot	08/20/12-08/21/12	3	:30	5P- 5:30P (EST)				1	1				2	\$1,700.00	\$3,400.00	Charlotte (WSOC)	1X MAX/DAY	8/13/12
23.0	Normal Line / Spot	08/15/12-08/17/12	3	:30	5P- 5:30P (EST)				1	1	1	1		3	\$1,700.00	\$5,100.00	Charlotte (WSOC)	1X MAX/DAY	8/13/12
24.0	Normal Line / Spot	08/20/12-08/21/12	3	:30	5:30P- 6P (EST)				1	1				2	\$1,800.00	\$3,600.00	Charlotte (WSOC)	1X MAX/DAY	8/13/12
25.0	Normal Line / Spot	08/15/12-08/17/12	3	:30	5:30P- 6P (EST)				1	1	1	1		3	\$1,800.00	\$5,400.00	Charlotte (WSOC)	1X MAX/DAY	8/13/12
26.0	Normal Line / Spot	08/20/12-08/21/12	3	:30	6P- 6:30P (EST)				1	1				2	\$2,000.00	\$4,000.00	Charlotte (WSOC)	1X MAX/DAY	8/13/12
27.0	Normal Line / Spot	08/15/12-08/17/12	3	:30	6P- 6:30P (EST)				1	1	1	1		3	\$2,000.00	\$6,000.00	Charlotte (WSOC)	1X MAX/DAY	8/13/12
28.0	Normal Line / Spot	08/15/12-08/17/12	2	:30	6:58P- 7:30P (EST)				1	1	1	1		3	\$2,000.00	\$6,000.00	Charlotte (WSOC)	1X MAX/DAY	8/13/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

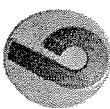
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29.0	Normal Line/ Spot	08/20/12-08/21/12	2	:30	6:58P- 7:30P (EST)		1	1						2	\$2,000.00	\$4,000.00	Charlotte (WSOC)	1X MAX/DAY	8/13/12
30.0	Normal Line/ Spot	08/20/12-08/21/12	2	:30	7:30P- 8P (EST)		1	1						2	\$2,000.00	\$4,000.00	Charlotte (WSOC)	1X MAX/DAY	8/13/12
31.0	Normal Line/ Spot	08/15/12-08/17/12	2	:30	7:30P- 7:56P (EST)				1	1	1			3	\$2,000.00	\$6,000.00	Charlotte (WSOC)	1X MAX/DAY	8/13/12
32.0	Normal Line/ Spot	08/15/12-08/17/12	2	:30	11P- 11:35P (EST)				1	1	1			3	\$3,500.00	\$10,500.00	Charlotte (WSOC)	1X MAX/DAY	8/13/12
33.0	Normal Line/ Spot	08/20/12-08/21/12	2	:30	11P- 11:35P (EST)		1	1						2	\$3,500.00	\$7,000.00	Charlotte (WSOC)	1X MAX/DAY	8/13/12
34.0	Normal Line/ Spot	08/20/12-08/21/12	2	:30	11:35P- 12:05A (EST)		1	1						2	\$1,000.00	\$2,000.00	Charlotte (WSOC)	1X MAX/DAY	8/13/12
35.0	Normal Line/ Spot	08/15/12-08/16/12	2	:30	11:35P- 12:05A (EST)				1	1				2	\$1,000.00	\$2,000.00	Charlotte (WSOC)	1X MAX/DAY	8/13/12
36.0	Normal Line/ Spot	08/15/12-08/17/12	2	:30	5:30A- 6A (EST)				1	1	1			3	\$650.00	\$1,950.00	Charlotte (WSOC)	1X MAX/DAY	8/13/12
37.0	Normal Line/ Spot	08/20/12-08/21/12	2	:30	5:30A- 6A (EST)		1	1						2	\$650.00	\$1,300.00	Charlotte (WSOC)	1X MAX/DAY	8/13/12
38.0	Normal Line/ Spot	08/18/12-08/19/12	2	:30	6A- 7A (EST)							1		1	\$700.00	\$700.00	Charlotte (WSOC)	1X MAX/DAY	8/13/12
39.0	Normal Line/ Spot	08/18/12-08/19/12	2	:30	7A- 8A (EST)							1		1	\$700.00	\$700.00	Charlotte (WSOC)	1X MAX/DAY	8/13/12
40.0	Normal Line/ Spot	08/18/12-08/19/12	2	:30	8A- 9A (EST)							1		1	\$1,000.00	\$1,000.00	Charlotte (WSOC)	1X MAX/DAY	8/13/12
41.0	Normal Line/ Spot	08/18/12-08/19/12	2	:30	12P- 12:30P (EST)							1		1	\$550.00	\$550.00	Charlotte (WSOC)	1X MAX/DAY	8/13/12
42.0	Normal Line/ Spot	08/18/12-08/19/12	2	:30	6P- 6:30P (EST)							1		1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	1X MAX/DAY	8/13/12

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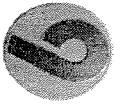
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43.0	Normal Line / Spot	08/19/12-08/19/12	2	:30	7A- 8A (EST)								1	1	\$700.00	\$700.00	Charlotte (WSOC)	1X MAX/DAY	8/13/12
44.0	Normal Line / Spot	08/19/12-08/19/12	2	:30	8A- 9A (EST)								1	1	\$1,000.00	\$1,000.00	Charlotte (WSOC)	1X MAX/DAY	8/13/12
45.0	Normal Line / Spot	08/19/12-08/19/12	2	:30	9A- 10A (EST)								1	1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	1X MAX/DAY	8/13/12
46.0	Normal Line / Spot	08/19/12-08/19/12	2	:30	12P- 12:30P (EST)								2	2	\$500.00	\$1,000.00	Charlotte (WSOC)	1X MAX/DAY	8/13/12
47.0	Normal Line / Spot	08/19/12-08/19/12	2	:30	6P- 6:30P (EST)								1	1	\$1,600.00	\$1,600.00	Charlotte (WSOC)	1X MAX/DAY	8/13/12
48.0	Normal Line / Spot	08/19/12-08/19/12	2	:30	1:05A- 2A (EST)								1	1	\$300.00	\$300.00	Charlotte (WSOC)	1X MAX/DAY	8/13/12
49.0	Normal Line / Spot	08/17/12-08/17/12	2	:30	12:05A- 12:35A (EST)							1		1	\$1,000.00	\$1,000.00	Charlotte (WSOC)	1X MAX/DAY	8/13/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

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FAX# 610-225-1191
CREDIT RISK !!!
HARRIS REPORT FROM REP
AUG13/12 10.2
*** WSOC-TV ***

REP. #	OFF. #	SALESMAN #
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BUYER NAME STEPHANIE KINCAID

SALES PRSN PH- NICK WELTTE

	CLASS: NATL.	LOCAL	REGIONAL
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(CH)

DATE AUG13/12 10.26

TO JILL
FR JARED
NEW ROMNEY ORDER
TOTAL \$144075
PLS CNF THANKS

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

[illegible]

AGENCY ADVERTISER CODE = AGENCY EST# = 158
AGENCY PRODUCT CODE =

1	600A-630A	30	\$2,000.00	8/15	8/17	6	W-F
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PROGRAM : NEWS
CON COM1: 2X MAX/DAY

2	600A-630A	30	\$2,000.00	8/20	8/21	4	M-TU	4
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PROGRAM : NEWS
CON COM1 : 2X MAX/DAY

REP HEADLINE# 6274340
 *** ORIGINAL REV#0 ***

REP: TEL# 610-225-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG13/12 10.2
 *** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
3			700A-800A PROGRAM : GMA CON COM1 : 1X MAX/DAY	30		\$1,800.00	8/20	8/21	2		M-TU	2
4			700A-800A PROGRAM : GMA CON COM1 : 1X MAX/DAY	30		\$1,800.00	8/15	8/17	3		W-F	3
5			800A-900A PROGRAM : GMA CON COM1 : 1X MAX/DAY	30		\$1,800.00	8/15	8/17	3		W-F	3
6			800A-900A PROGRAM : GMA CON COM1 : 1X MAX/DAY	30		\$1,800.00	8/20	8/21	2		M-TU	2
7			900A-1000A PROGRAM : LIVE WITH KELLY CON COM1 : 1X MAX/DAY	30		\$600.00	8/15	8/17	3		W-F	3
8			900A-1000A PROGRAM : LIVE WITH KELLY CON COM1 : 1X MAX/DAY	30		\$600.00	8/20	8/21	2		M-TU	2
9			1000A-1100A PROGRAM : DR PHIL CON COM1 : 1X MAX/DAY	30		\$600.00	8/15	8/17	3		W-F	3
10			1000A-1100A PROGRAM : DR PHIL CON COM1 : 1X MAX/DAY	30		\$600.00	8/20	8/21	2		M-TU	2
11			1100A-1200N PROGRAM : THE VIEW CON COM1 : 1X MAX/DAY	30		\$700.00	8/15	8/17	3		W-F	3

AUG13/12 10.2
*** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
12			1100A-1200N PROGRAM : THE VIEW CON COM1 : 1X MAX/DAY	30		\$700.00	8/20	8/21	2		M-TU	2
13			1200N-1230P PROGRAM : NEWS CON COM1 : 1X MAX/DAY	30		\$700.00	8/20	8/21	2		M-TU	2
14			1200N-1230P PROGRAM : NEWS CON COM1 : 1X MAX/DAY	30		\$700.00	8/15	8/17	3		W-F	3
15			100P-200P PROGRAM : THE CHEW CON COM1 : 1X MAX/DAY	30		\$500.00	8/15	8/17	3		W-F	3
16			100P-200P PROGRAM : THE CHEW CON COM1 : 1X MAX/DAY	30		\$500.00	8/20	8/21	2		M-TU	2
17			300P-400P PROGRAM : GENERAL HOSPITAL CON COM1 : 1X MAX/DAY	30		\$550.00	8/15	8/17	3		W-F	3
18			300P-400P PROGRAM : GENERAL HOSPITAL CON COM1 : 1X MAX/DAY	30		\$550.00	8/20	8/21	2		M-TU	2
19			400P-500P PROGRAM : DR OZ CON COM1 : 1X MAX/DAY	30		\$825.00	8/20	8/21	2		M-TU	2
20			400P-500P PROGRAM : DR OZ CON COM1 : 1X MAX/DAY	30		\$825.00	8/15	8/17	3		W-F	3

REP HEADLINE# 6274340
 *** ORIGINAL REV#0 ***

REP: TEL# 610-225-4100
 CREDIT ADVISORY:
 ORDER WORKSHEET

AGENCY CREDIT RISK !!!
 HARRIS REPORT FROM REP

FAX# 610-225-1191
 AUG13/12 10.2
 *** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
21			500P-530P PROGRAM : NEWS CON COM1 : 1X MAX/DAY	30		\$1,700.00	8/20	8/21	2		M-TU	2
22			500P-530P PROGRAM : NEWS CON COM1 : 1X MAX/DAY	30		\$1,700.00	8/15	8/17	3		W-F	3
23			530P-600P PROGRAM : NEWS CON COM1 : 1X MAX/DAY	30		\$1,800.00	8/20	8/21	2		M-TU	2
24			530P-600P PROGRAM : NEWS CON COM1 : 1X MAX/DAY	30		\$1,800.00	8/15	8/17	3		W-F	3
25			600P-630P PROGRAM : NEWS CON COM1 : 1X MAX/DAY	30		\$2,000.00	8/20	8/21	2		M-TU	2
26			600P-630P PROGRAM : NEWS CON COM1 : 1X MAX/DAY	30		\$2,000.00	8/15	8/17	3		W-F	3
27			700P-730P PROGRAM : INSIDE EDITION CON COM1 : 1X MAX/DAY	30		\$2,000.00	8/15	8/17	3		W-F	3
28			700P-730P PROGRAM : INSIDE EDITION CON COM1 : 1X MAX/DAY	30		\$2,000.00	8/20	8/21	2		M-TU	2
29			730P-800P PROGRAM : ET CON COM1 : 1X MAX/DAY	30		\$2,000.00	8/20	8/21	2		M-TU	2

REP HEADLINE# 6274340
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AUG13/12 10.2
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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
30			730P-800P PROGRAM : ET CON COM1: 1X MAX/DAY	30		\$2,000.00	8/15	8/17	3	2	W-F	3
31			1100P-1135P PROGRAM : NEWS CON COM1: 1X MAX/DAY	30		\$3,500.00	8/15	8/17	3	2	W-F	3
32			1100P-1135P PROGRAM : NEWS CON COM1: 1X MAX/DAY	30		\$3,500.00	8/20	8/21	2	2	M-TU	2
33			1135P-1205A PROGRAM : NITELINE CON COM1: 1X MAX/DAY	30		\$1,000.00	8/20	8/21	2	2	M-TU	2
34			1135P-1205A PROGRAM : NITELINE CON COM1: 1X MAX/DAY	30		\$1,000.00	8/15	8/17	3	2	W-F	3
35			530A-600A PROGRAM : NEWS CON COM1: 1X MAX/DAY	30		\$650.00	8/15	8/17	3	2	W-F	3
36			530A-600A PROGRAM : NEWS CON COM1: 1X MAX/DAY	30		\$650.00	8/20	8/21	2	2	M-TU	2
37			600A-700A PROGRAM : NEWS	30		\$700.00	8/18	8/18	1	2	SAT	1
38			700A-800A PROGRAM : NEWS	30		\$700.00	8/18	8/18	1	2	SAT	1
39			800A-900A PROGRAM : GMA SAT	30		\$1,000.00	8/18	8/18	1	2	SAT	1

REP HEADLINE# 6274340
 *** ORIGINAL REV#0 ***

REF: TEL# 610-645-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG13/12 10.2
 *** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
40			1200N-1230P	30		\$550.00	8/18	8/18	1		SAT	1
PROGRAM : NEWS												
41			600P-630P	30		\$1,200.00	8/18	8/18	1		SAT	1
PROGRAM : NEWS												
42			1135P-1235A	30		\$500.00	8/18	8/18	1		SAT	1
PROGRAM : CRIMINAL MINDS												
43			700A-800A	30		\$700.00	8/19	8/19	1		SUN	1
PROGRAM : NEWS												
44			800A-900A	30		\$1,000.00	8/19	8/19	1		SUN	1
PROGRAM : GMA SUN												
45			900A-1000A	30		\$1,200.00	8/19	8/19	1		SUN	1
PROGRAM : THIS WEEK												
46			1200N-1230P	30		\$500.00	8/19	8/19	2		SUN	2
PROGRAM : NEWS												
47			600P-630P	30		\$1,600.00	8/19	8/19	1		SUN	1
PROGRAM : NEWS												
48			100A-200A	30		\$300.00	8/19	8/19	1		SUN	1
PROGRAM : ET WEEKEND												
AUG/12 144075.00												

CONTRACT TOTAL 144075.00
 TOTAL SPOTS 108

MARKET TOTALS \$496,810 WSOC 29%
 SVC- NSI
 DEMOS- RA35+*

WBTV 47% WCNC 12% WCCB 12% WJZY 0% WMYT 0% WAXN 0%
 CABL 0%